

## **Historic, Archive Document**

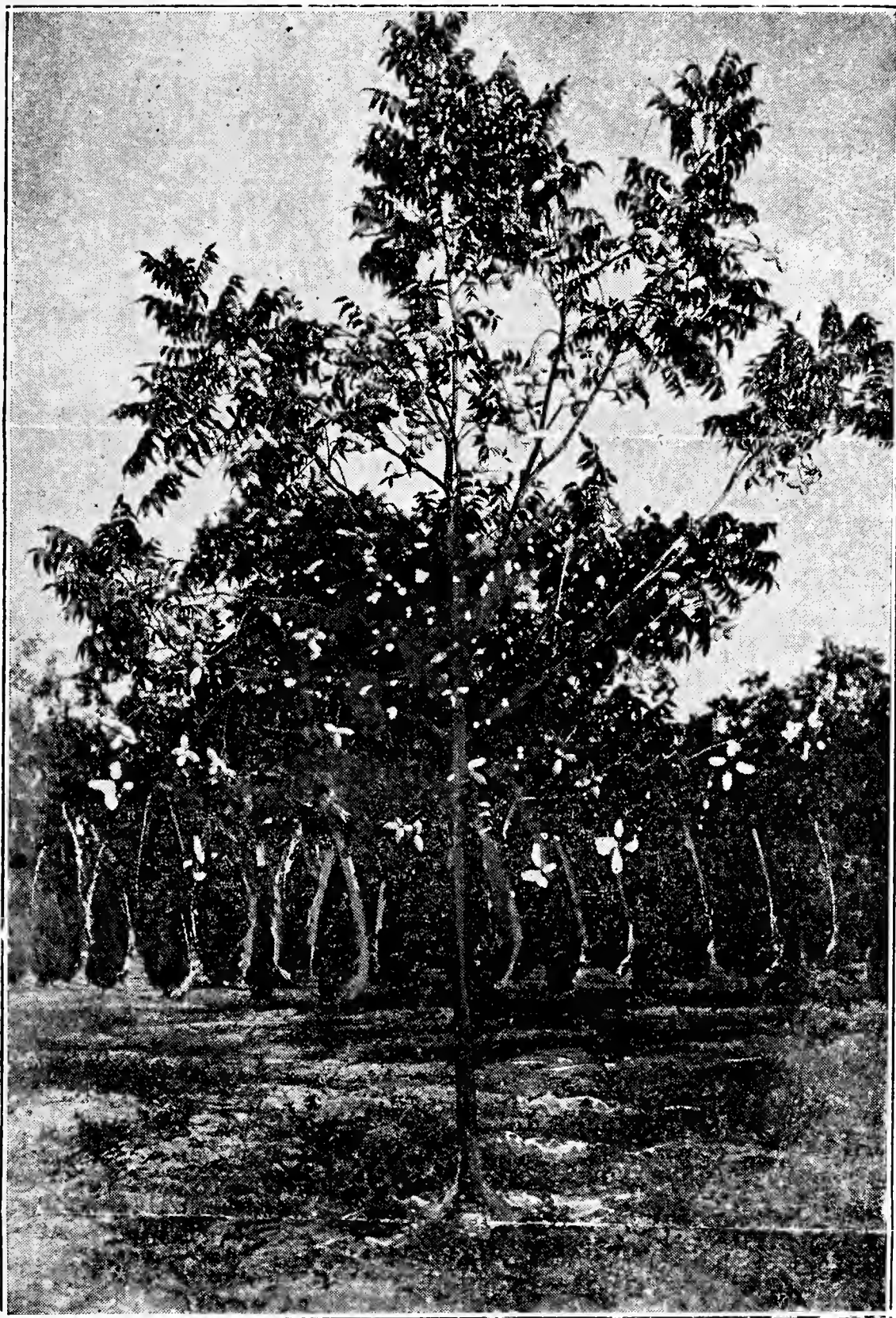
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INDEXED

# TIME IS MONEY!



Ten pounds on a 4 year old MAHAN  
This is the third crop on this tree

## MAHAN TREES SAVE TIME!

This "*Miracle Tree*" excels in production; in beauty, vigor and in quality of product.



Mahan trees are the lowest priced pecan trees any commercial grower can afford to plant.



They will more than re-pay the original cost before ordinary varieties start to bear.



## *Plant Mahan Trees for Greatest Profits*

Propagated and offered exclusively by  
**MONTICELLO NURSERY COMPANY**

Monticello, Florida

## Increased Land Values with Pecan Trees

The pecan tree is the greatest food engine in all nature and the nut growers of the future will be the **ARISTOCRATS OF THE AGRICULTURAL WORLD.**

Even a few pecan trees planted around the stable, cow lot, chicken yard, and in the garden, will in a few years give the owner **MORE NET PROFIT** than all the other crops on the average small farm combined! There is nothing that will give as big a return for as small investment as to plant pecan trees.

In order to get a comparison between the Mahan and other varieties, we converted a 2-year-old Stuart tree (considered a good variety and widely planted) into a Mahan by budding it with Mahan buds and removing the Stuart top. The **fourth year after doing this**, which was 1931, we gathered **30 pounds of MAHAN NUTS** from this **ONE** tree, while **FOUR** Stuart trees in the same row, produced **TWO POUNDS** of nuts on all four trees. In 1933 this Mahan tree has an estimated crop of 60 pounds. The Stuarts 3 pounds each.

These trees were all about the same size when we budded the one, or approximately  $2\frac{1}{2}$  inches in diameter. The top of the Mahan is now 50% larger than that of the other trees.

The evidence seems to prove very clearly, that 10 acres of Mahan Pecans will yield as many dollars as 20 to 40 acres of other varieties, and get about it several years sooner. Consider the additional cost of land and care of two to four times as many trees, and the suspense of waiting three or four years longer for the harvest of smaller nuts that command only one-half the price of Mahans, and then decide which is the cheaper tree to plant.

What you can expect from a Mahan orchard of 10 acres or 120 trees, properly cared for:

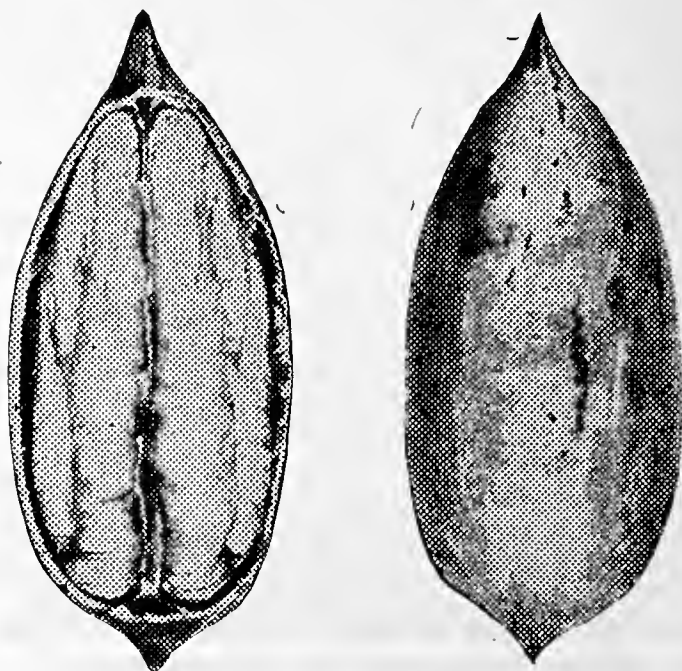
Year	Pounds
2nd .....	Few
3rd .....	360
4th .....	720
5th .....	1000
10th .....	4000
15th .....	7000
20th .....	9600

This is a conservative estimate of what a Mahan Orchard will produce for you, and considerably under what they have done in our orchards.

**A 10 Acre Mahan Orchard Will Soon  
Make You an Independent Living . . . .  
Think It Over**

## MAHAN PECANS

33 weigh a pound



Actual Size

Its giant size, thinness of shell and superior quality of meat won first prize for the Mahan pecan in a world-wide pecan contest supervised by the Texas State Agricultural College.

### A NATIONALLY KNOWN TRADEMARKED PRODUCT

The MAHAN pecan is a trademarked product known throughout the United States and many foreign countries. The large amount spent by the Monticello Nursery Company in advertising this outstanding pecan directly benefits all wise planters who produce MAHAN nuts.

### GREAT DEMAND ALREADY CREATED

Four years of extensive radio publicity have created a wide market for MAHAN pecans and the demand even now is many times in excess of production, or possible production in the next 15 or 20 years. The giant size of the Mahan nut, the superb quality of the meat, plus the fact that it is the best known pecan variety in the world, will enable producers of Mahan nuts to market their crops quickly, easily, and at a price greatly in excess of that obtainable for any other variety.

### WORLD'S FAIR EXHIBIT OF MAHANS brings many letters like this

CUNEO BROS., Inc.

Wholesalers

Importers

Chicago, Ill.

Est. 1886

June 12, 1933.

Monticello Nursery Co.,  
Monticello, Fla.

Dear Sirs:

While visiting the Fair the writer came across an exhibit of your Mahan Pecans. They certainly are a fine lot of nuts and hope that just as soon as you are ready to sell any of these nuts this fall, that you will send us samples and prices.

Yours truly,  
CUNEO BROS., Inc.

WHAT MAHAN OWNERS SAY

Dear Sir:

Most everyone has some hobby, and my hobby is a profitable one, the raising of pecan trees, especially is this true since I began concentrating on Mahan pecan trees. My four year olds are the talk of the community. As I write this in late July these young trees are laden with clusters of the largest pecans I ever saw. These clusters have from 5 to 9 nuts to the cluster. Only this afternoon I counted on one small limb 32 fast maturing Mahans.

My two year olds are bearing some, but my four year olds as stated above are the pride of my orchard. I wouldn't trade one of the Mahans for any six of the other varieties I have. My only regret is that we didn't get acquainted sooner.

Yours very sincerely,  
J. B. PARNELL, Florence, S. C.

Mr. C. R. Hunter, Tulsa, Okla. "Here are the results of my Mahan; A very early ripening nut—a pound of mature nuts the third season—thin shell—a nut that starts development early in the season and ripens with the earliest. The nut is nearly twice the size of my prize Texas Prolific. I just weighed the nut I am sending you. It weighs 304 gr. or at the rate of 25 to the pound. Is that not large enough for a pecan grown in Osage County, joining the Kansas line.

Mr. J. A. Kernodle, Camp Hill, Ala. "Today I saw a Mahan tree in my brother-in-laws yard in Dadeville, planted two years ago, with 15 clusters, from 5 to 9 to the cluster. In all my pecan experience I never saw 9 on an improved variety before. Undoubtedly the Mahan is the most prolific of all and the wonder of the age. Think of a large paper shell so prolific.

Mr. T. E. Donald, Felicity, Ohio. "In 1930 I bought some Mahan pecan trees from you. One now has nuts on it, and I would like to know how to care for it, and if it should be sprayed.

Mr. W. O. C. Hamm, Muskogee, Okla. "I am afraid Mr. Mahan passed me up. I was anxious to show him what a Mahan pecan tree can do on prairie soil. I have a Mahan 3 years old that matured 14 as fine nuts as you ever saw last year. The nuts are filled to the limit. This year the same tree has 132 healthy looking nuts, 3 to 6 to the cluster.

Mr. T. H. Ridgeway, San Antonio, Texas., Past President, Texas Pecan Growers' association. "During the past 20 years I have experimented with practically all the leading varieties and have top-worked over 200 trees in my grove, more than half of which are bearing. I have studied the good and bad qualities of these varieties with the view of determining, if possible, the best varieties. During the past 3 years I have closely observed the Mahan variety, and given close attention to it in various forms of growth, with a view of forming a conclusion as to its merits. I unhesitatingly state that in my judgement the Mahan variety is the best that has been produced to this time. I find that it has practically all the good qualities that are desired in a pecan I recommend this variety to all persons who desire the very best there is in a pecan tree.

Mr. G. T. Sutton, Lake Waccamaw, N. C. "I lost one of my trees and six of them have nuts this year, one of which must have a thousand nuts. I noticed one cluster of nine; I never saw more than seven in a cluster until this year. I counted the nuts on one limb hardly an inch in diameter that had 89 nuts.

W. W. Watson, Orangeburg, S. C. "My Mahan trees, three of them at least are exceptionally fine. This is the start of the fourth year we have had them, and they have been transplanted once. Some of the Mahans have 7 to 10 nuts to the bunch. One tree has approximately 100 nuts.

(Mrs.) Lina D. Cherry, Little Rock, Ark. "My Mahan trees are 3 years old now, and are the best trees I have on my farm which is planted with 800 pecan trees. They are in bloom now, and I hope that enough will hold for a good crop of nuts this fall.

VERY IMPORTANT!

The Mahan bears every year

Since it first produced nuts, the Parent Mahan tree has never missed a single crop during the 12 years of its bearing life; never received any special attention, never was sprayed or fertilized.

FOR YOUR PROTECTION

Every genuine Mahan tree has attached to it when shipped, our copyright aluminum label the size and shape of the Mahan nut.

LOOK FOR THE LABEL

ORDER BLANK

I, \_\_\_\_\_, have  
this day bought and ordered from

MONTICELLO NURSERY COMPANY  
Monticello, Florida,

the following bill of trees upon the following conditions, and for the purpose of improving my homestead, and it is expressly stipulated, covenanted and agreed on the part of the purchaser, that the said purchaser will not himself, nor permit any other person or persons, either directly or indirectly, before 1937, to cut, take or propagate from any of said trees any of the wood, branches, or cuttings, in order that the same may be grafted, budded or propagated onto other pecan trees or stock. The seller hereof, its successors or assigns, shall be be entitled in the event of violation or breach of this covenant, to apply to and obtain injunction or other legal remedy from court of competent jurisdiction. And it is expressly stipulated and agreed that acceptance of this obligation forms a material basis for this sale.

NO CONDITIONAL ORDERS TAKEN  
NO COUNTERMANDS ACCEPTED

Pay only \$1.00 down per tree—trees will be shipped balance collect. Prices F. O. B. Monticello, Fla.

\_\_\_\_\_Mahan Pecan Trees . . . \$\_\_\_\_\_

Amount Paid . . . . . \$\_\_\_\_\_

Ba'ance Due . . . . . \$\_\_\_\_\_

Size \_\_\_\_\_

Shipping Instructions: . . .

Date \_\_\_\_\_

Signed by\_\_\_\_\_

This\_\_\_\_\_day of \_\_\_\_\_, 19\_\_\_\_\_

Address\_\_\_\_\_

R. F . D.\_\_\_\_\_Post Office\_\_\_\_\_

County\_\_\_\_\_State\_\_\_\_\_

Salesman R. B. M.

When this contract is received, this order for MAHAN TREES will be acknowledged from the Monticello Nursery Company's office. Otherwise it is NOT GENUINE.

Contract No. \_\_\_\_\_

GUARANTEE

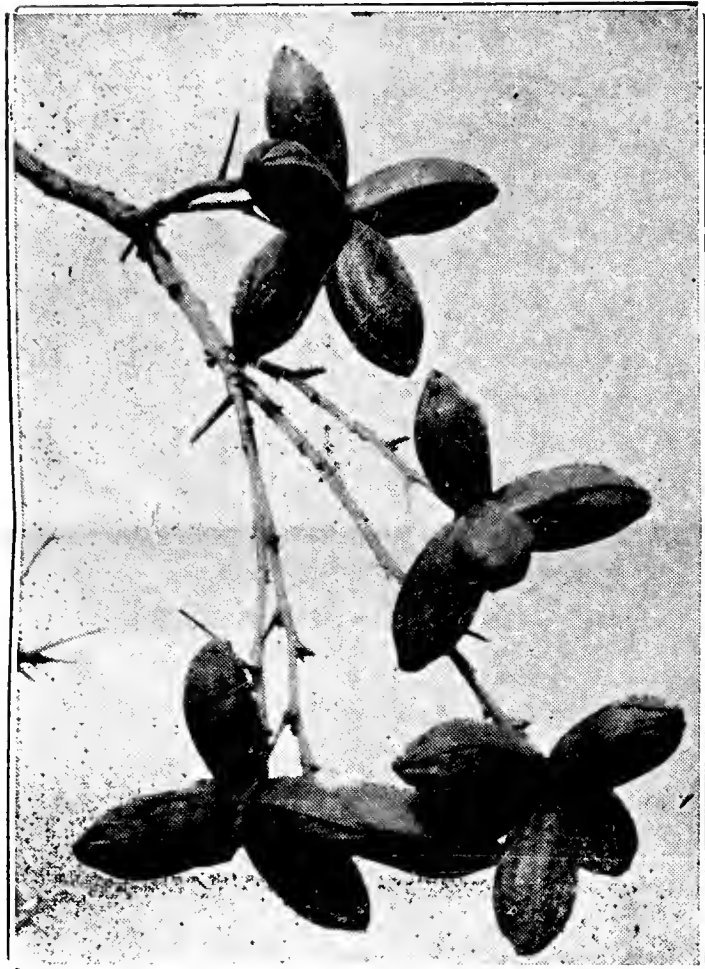
Any Mahan trees reported dead within one year of shipping date will be replaced for 50c each F. O. B. Monticello, Florida.

PRICES ON MAHAN TREES

	1 to 59 Trees	60 to 120 Trees
3 - 4	3.00	2.50
4 to 6 ft.	\$4.00 each	3.50 each
6 to 8 ft.	4.50 each	4.00 each
8 to 10 ft.	5.50 each	5.00 each
10 to 12 ft.	6.00 each	5.50 each

Prices F. O. B. Monticello, Florida

## EVERY MAHAN BRANCH DOES ITS DUTY



The more nuts produced on a tree, the less the cost per pound of producing them, and the greater your net profit. A tree bearing light crops costs just as much to take care of as one like the MAHAN which bears heavy crops. NET PROFITS mount rapidly as production per tree is increased.

Net profits are the only ones worth talking about, and this high net profit that will be obtained from the MAHAN should be the deciding factor in the planting of pecan trees.

It is our experience that the Mahan—due to its early and heavy production and high market price—will show two to four times the net profit, tree for tree, that can be obtained from any other variety.

Improvements are being made in all lines. The Mahan is the greatest improvement in the pecan world in 20 years. It combines the characteristics needed for the perfect pecan.

1. Earliest commercial crops.
2. Greatest number of nuts per cluster—makes heavier crops.
3. Excels in vigor of growth, and resistance to disease.
4. Is a regular producer.
5. Nuts average 50% larger than the next largest commercial pecan.
6. Rich, fine grained meat—excellent flavor—tests 75% oil.
7. Meat percentage high—61 to 63%.
8. A real paper shell—cracks easily, meat comes out whole.

Some of these characteristics are found in other pecans, but none except the MAHAN combines them all.

MAHAN trees will give you greater returns per dollar invested in your orchard.

The Mahan is not commercially subject to scab. We have top-worked many trees of the Schley, Delmas, and Van Deman varieties to Mahan and are getting fine crops without spraying for scab.

Mahan trees are adapted to wide range of soils and climate. They are bearing in every southern state, and as far north as Washington, D. C., Southern Ohio, Southern Kansas, and points along that line.

### BEAUTY AND PROFIT CAN BE COMBINED

The shade trees in your yard will soon pay the taxes on your home—if you plant MAHAN trees. Their large and luxuriant leaves, and symmetrical shape rival any tree for beauty. Their early and heavy crops bring the money to pay taxes.

For commercial orchards we recommend planting Mahan trees 60 feet apart each way, or 12 trees per acre. Their rapid growth and long life makes this distance necessary.

A small Mahan orchard, properly cared for, will provide a comfortable living for you and your family, and become a valuable legacy for them when you are gone.

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The Paper Shell Pecan industry is rapidly developing into one of the most profitable industries of modern times. We know of no other investment which is so remarkably safe and which is so certain to yield tremendous profits in comparatively short time.

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## PLANT MAHAN PECANS FOR GREATER PROFITS